



**IT'S NOT WHERE
YOU COME FROM,
IT'S WHERE YOU
CHOOSE TO GO....**

Brand Book 2020

Oxford Business College is in the process of transformational change with new leadership, increased student numbers, new University partners, new courses, new premises and new teaching ethos.

Most people are unaware of these changes. It is time to reposition OBC in people's minds, thereby increasing awareness, relevance and appeal.



Defining and articulating
our sense of purpose
through mission, vision and values.

Business Education
With Purpose



**People don't buy what you do;
they buy why you do it.**

#Simon Sinek



The Vision

To transform lives through making an Oxford business education accessible and supportive to those who may have thought that opportunity was not open to them.



Why we do
what we do

 We are dedicated to helping people change their futures and the lives of those around them.

#Mr Sarwar Khawaja
Oxford Business College



The Purpose

To make a difference in the world by empowering students from all backgrounds to transform their lives and the lives of others.

The Mission

To be a leader in the field of personalised business education by providing each student with the most supportive learning experience in order to achieve wider societal impact.





Our values



Empowering

Empowering students and staff with the knowledge, skills and motivation to transform their lives and the lives of others.



Entrepreneurial

Entrepreneurial in our attitude to business, education and on-line learning.



Supportive

Mindful of the well-being and learning needs of our community through a comprehensive support network.



Inclusive

Celebrating diversity by valuing all cultures and backgrounds.



Global

International in our outlook, reach and delivery.

Positioning

- Flexible not rigid
- Accessible not elitist
- Recognised not ignored
- Inclusive not exclusive
- Empowering not intimidating

Personality

Friendly, warm, caring, trusting, honest, approachable, understanding, purposeful.



Key Proposition

At Oxford Business College we understand that given the right support and attention, anyone can be successful. That is why we focus more on where our students are going than where they started from.



Student Outcomes



I didn't believe I could do this but OBC saw something in me.

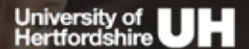


#OBC student



New University partnerships

- Bucks New University
- University for the Creative Arts
- University of Hertfordshire
- De Montfort University



Online and Blended Learning

Oxford Business College has pioneered the use of OnLine and Blended learning to offer more flexibility in how we provide our courses.

Students can choose wherever and whenever they wish to study to fit in with the rest of their lives.



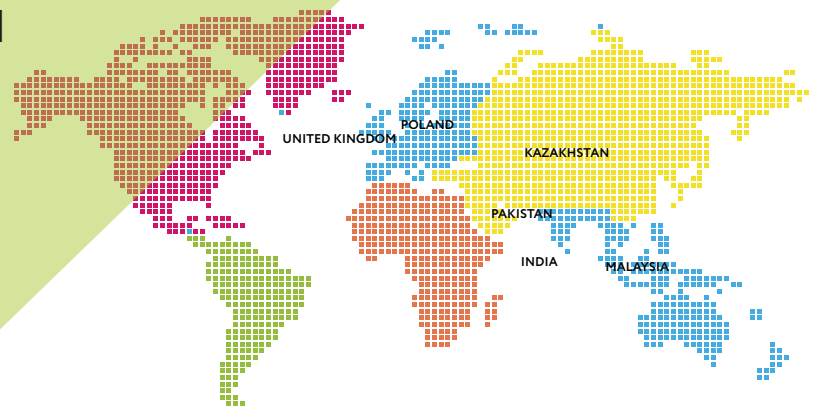
New campuses in West London and West Midlands



**New UK
Centres**

From Oxford to the World

Overseas partnerships in Poland,
India, Malaysia, Russia,
Pakistan and Kazakhstan



Oxford's oldest business school

Progression Agreements with 25+ Universities
New HND programme with SVP London
Independent research faculty





Innovation Centre



- ▶ Encouraging the next generation of entrepreneurs
- ▶ Connecting to today's business world

IT'S WHERE YOU
CHOOSE TO GO....



Join us or contact us!

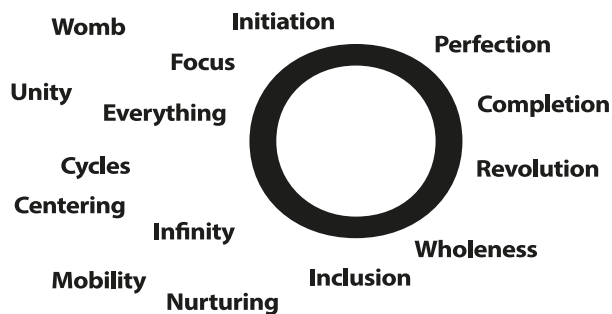
How can I help deliver the vision, mission and values?
Want to get in touch?
You can write to us at
admission@oxfordbusinesscollege.ac.uk
Or call us on +44 (0) 1865 791 908



A
NEW
IDENTITY
1090 guide 2020



XFORD
BUSINESS COLLEGE



Some keywords which meanings are linked with the circle, shaped as our O of Oxford



FONT REFERENCE

NAME: **Circe**

Designed by Alexander Lubovenko and Alexandra Korolkova, from Paratype.

The words Oxford Business College are into a rectangle and are justified by changing the tracking space of the font.

The word OXFORD is in bold capital.
BUSINESS COLLEGE are in capital letter regular.

The inside circle of the "O" has been reduced to make the shape more remarkable

The bold is also used for the values words.

Font for contents

Name: **Montserrat (from Google fonts)**

Julieta Ulanovsky

Principal design

Sol Mata

Juan Pablo del Perv

Jacques Le Bailly

The O's circle of Oxford becomes a "container" filled up with pixels generated by machines/computers to create information (pictures).

The "container" is divided in 5, as 5 are the values of the brand.
The pixels fill up the "containers", each one with one of the values' colours.

Dynamic pixels moving in an empty space, are also a decorative element in use for a page or screen.



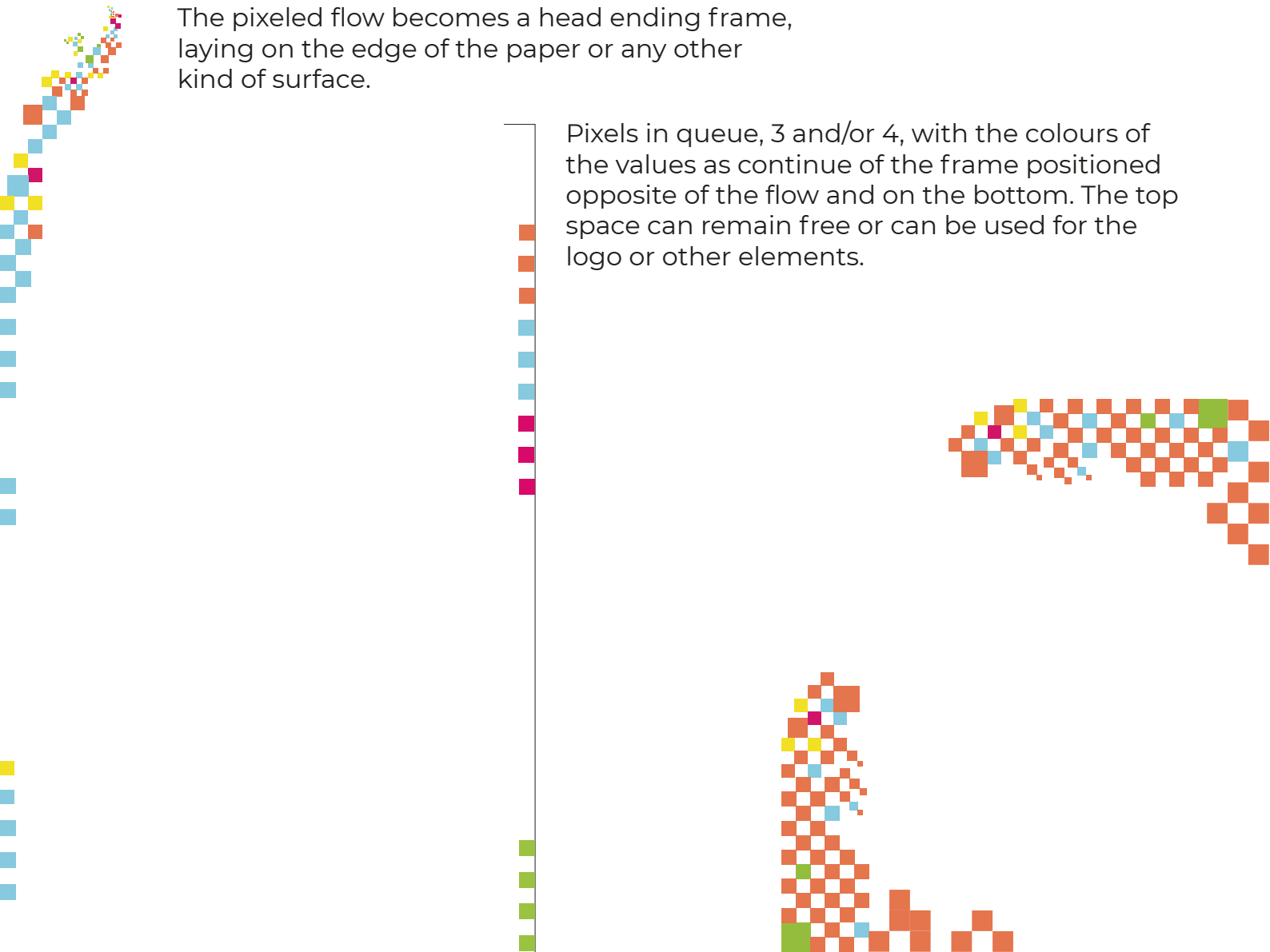
Pixels generated by a computer

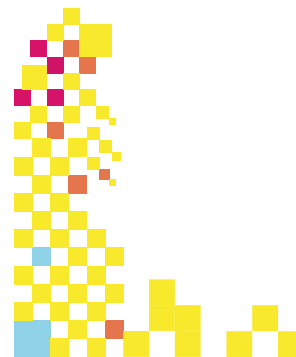
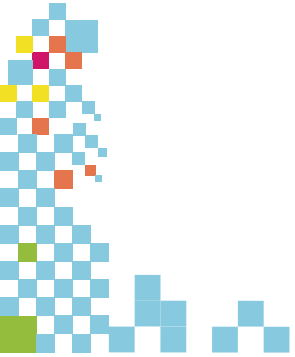
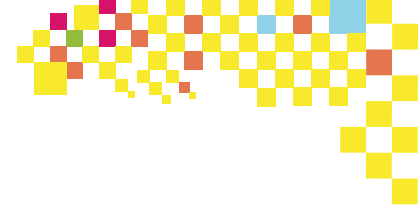
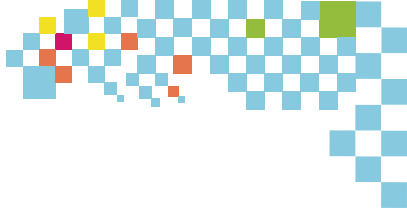
A pixelated flow, coming from far, takes over the white of the paper (or a screen), to become a consolidated element.

The flow can be used by itself or next to the O of Oxford Business College.

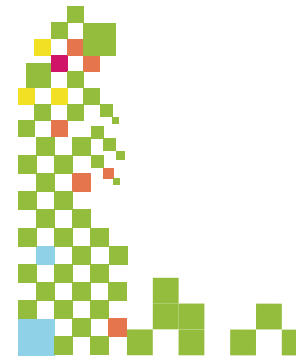
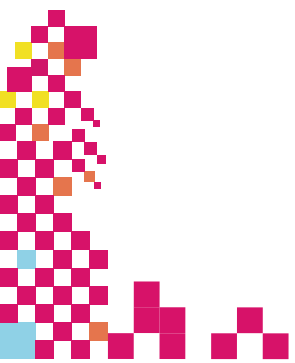
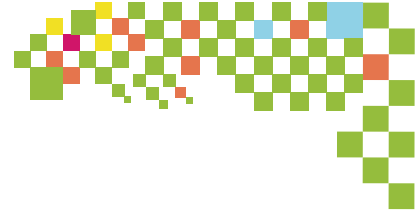
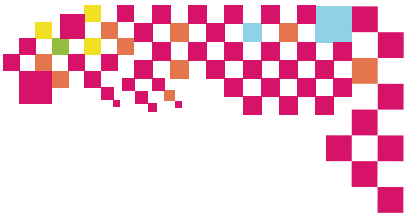
The pixeled flow becomes a head ending frame, laying on the edge of the paper or any other kind of surface.

Pixels in queue, 3 and/or 4, with the colours of the values as continue of the frame positioned opposite of the flow and on the bottom. The top space can remain free or can be used for the logo or other elements.





Corner pixelated elements, with the colours of the values, can be used on a white surface to frame files' front pages/covers, business cards and brochures.

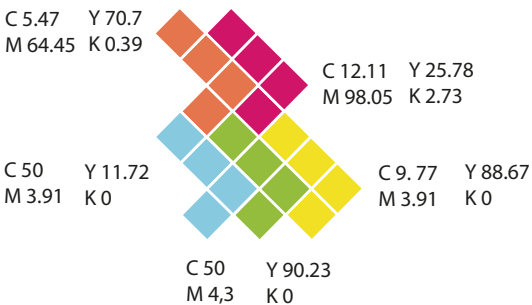


Core Values by colours

Transmitting feelings & sensations with colours.

Entrepreneurial, Supportive, Global, Empowering, Inclusive, those are the core values from Dr. David Brook. The combination of different colours with each of the values becomes a fundamental part of the logo and its shape.

-  Empowering
-  Entrepreneurial
-  Global
-  Inclusive
-  Supportive



The ticks are made by joining four squares, one next to the other, with the colours of the values.
All together they can be used as an index to simulate a post-it or bookmark over a picture.



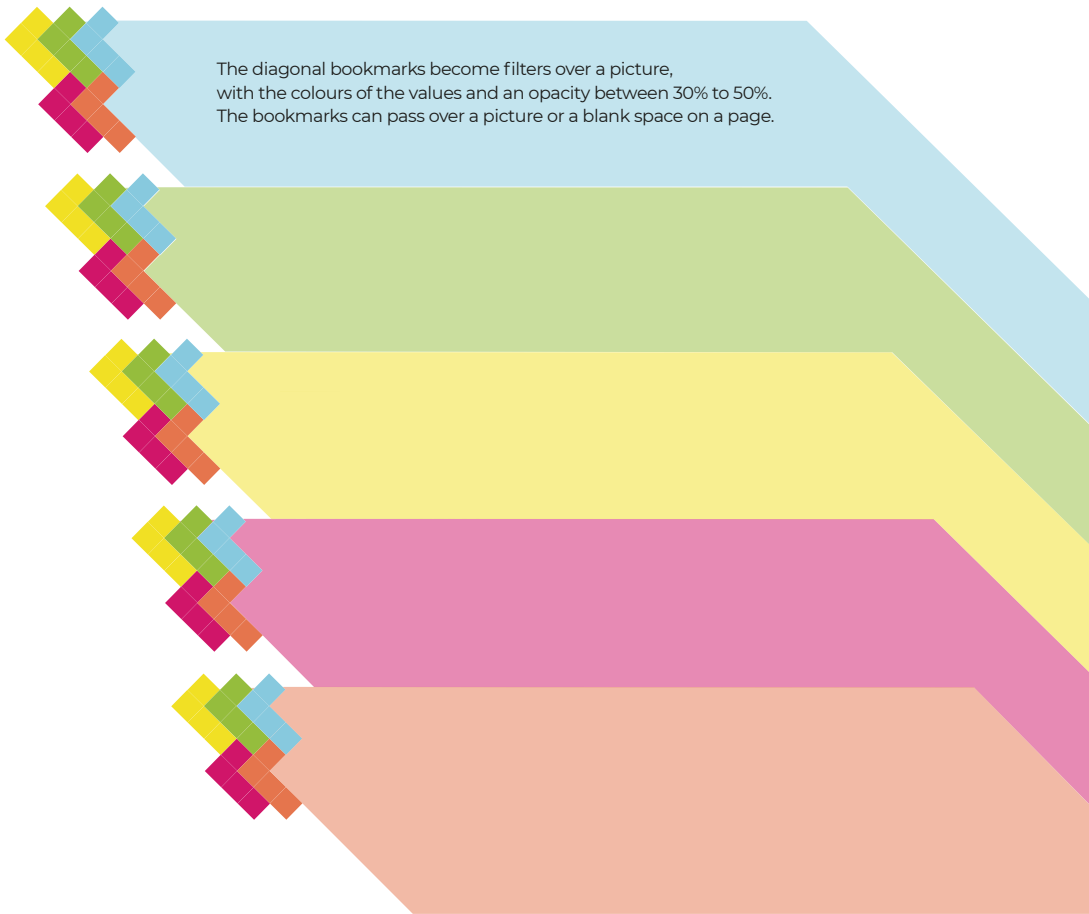
**People don't buy what you do;
they buy why you do it.**

#Simon Sinek

Pixels with the colours of the values can be used as brackets for a sentence.



Lines with the values' colours ending with the 5 ticks, can become a footer or side page frame, with or without ticks.

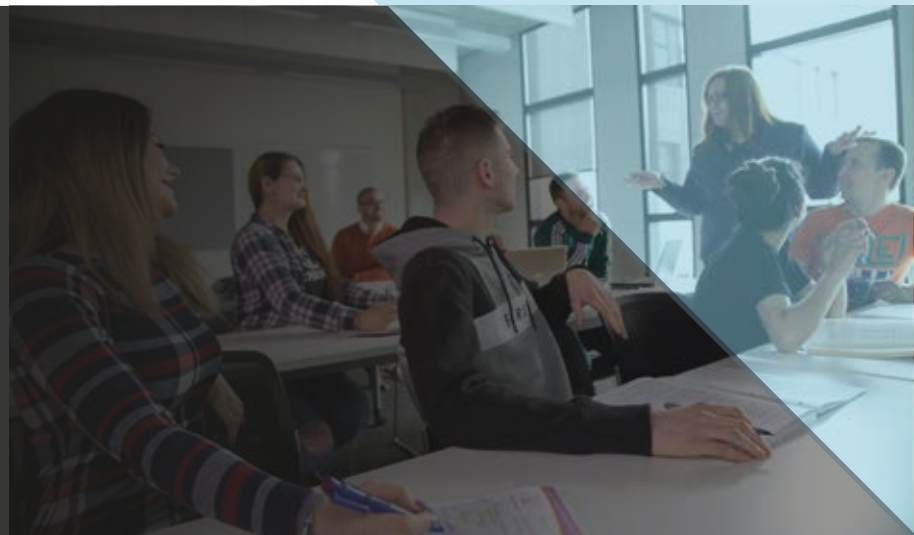


The bookmark can expand to the next pages, with its same colour, if the topic takes more pages.

A black or white banner with a 90% opacity can cross the page. The black or white banner will become a filter over a picture in colour. Text will be shown over the banner.

Learning online

Text Text Text Text Text Text Text Text Text
Text Text Text Text Text Text Text Text Text
Text Text Text Text Text Text Text Text Text
Text Text Text Text Text Text Text Text Text
Text Text Text Text Text Text Text Text Text
Text Text Text Text Text Text Text Text .



White banner example

Title here

[illegible]

Text Text Text Text Text Text Text Text
Text Text Text Text Text Text Text Text
Text Text Text Text Text Text Text
Text Text Text Text Text Text Text Text
Text Text Text T Text Text Text Text Text
Text Text Text Text Text Text Text Text
Text Text Text Text Text Text Text Text
Text Text Text Text Text Text Text .



Oxford Business College main logo

The logo can be used with the black and white rectangle with the 90% opacity, with a photo or any texture as a background.

The text Oxford Business College will be black when the background is white.





Oxford Business College secondary logo.

The logo can be used with the black and white rectangle with the 90% opacity, with a photo or any texture as a background.

The text Oxford Business College will be white when the background is black.









65 George Street
Oxford
OX1 2BQ

info@oxfordbusinesscollege.ac.uk
+44 (0) 1865 791 908

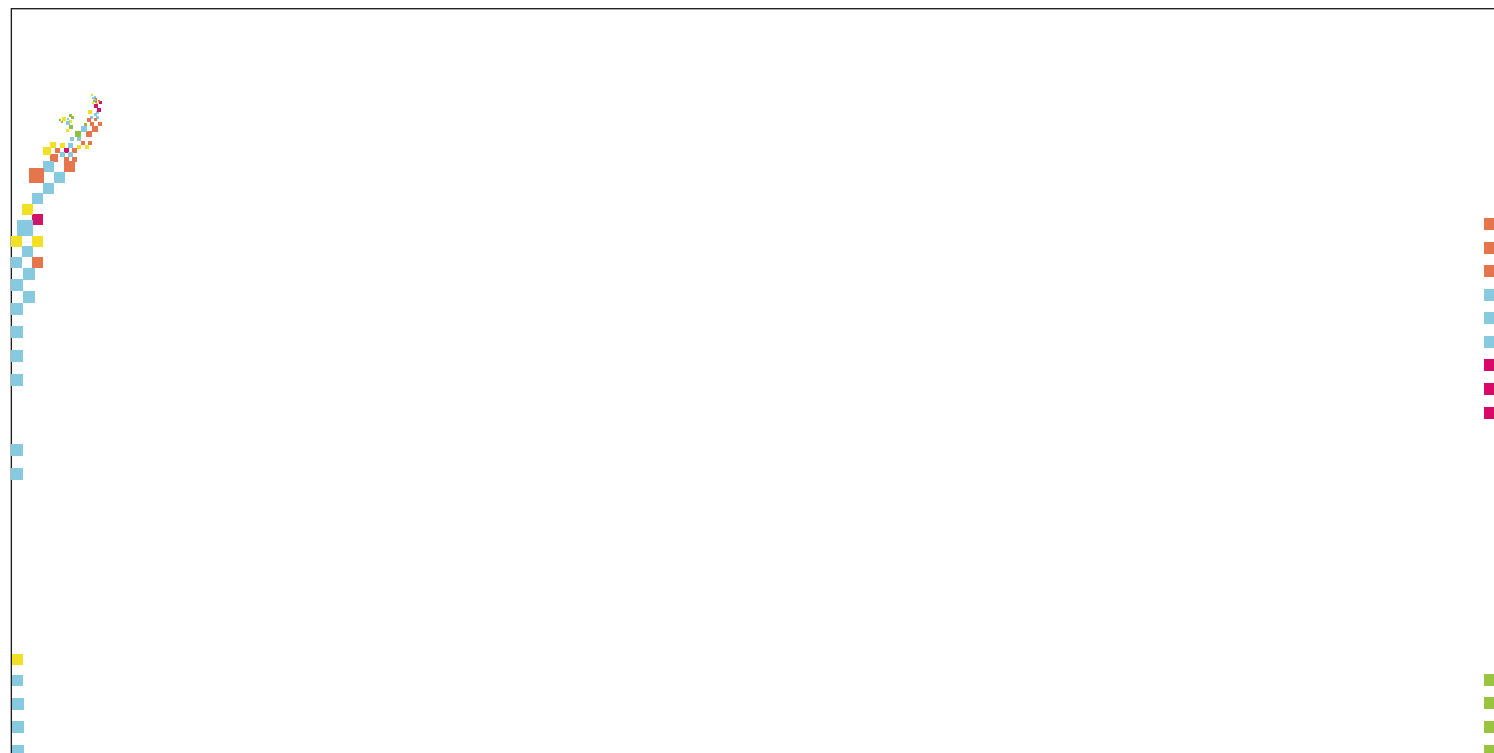




65 George Street
Oxford
OX1 2BQ
info@oxfordbusinesscollege.ac.uk
+44 (0) 1865 791 908

Oxford Business College
65 George Street, Oxford, OX1 2BQ
info@oxfordbusinesscollege.ac.uk / www.oxfordbusinesscollege.ac.uk / +44 (0) 1865 791 908





65 George Street
Oxford,
OX1 2BQ
info@oxfordbusinesscollege.ac.uk
+44 (0) 1865 791 908







Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



✦ It's not where you come from,
It's where you choose to go... ✦

Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



✦ It's not where you come from,
It's where you choose to go... ✦

Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



✦ It's not where you come from,
It's where you choose to go... ✦

Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



✦ It's not where you come from,
It's where you choose to go... ✦

Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



✦ It's not where you come from,
It's where you choose to go... ✦

Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk

from,
go...

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk

OXFORD
BUSINESS COLLEGE

It's not where you come from,
It's where you choose to go...

Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk

It's not where you come from,
It's where you choose to go...

OXFORD
BUSINESS COLLEGE

Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk

OXFORD
BUSINESS COLLEGE

It's not where you come from,
It's where you choose to go...

Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ

+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk

OXFORD
BUSINESS COLLEGE

It's not where you come from,
It's where you choose to go...

OXFORD
BUSINESS COLLEGE

Antonino Pilade
Visual Contents Producer

OXFORD
BUSINESS COLLEGE

It's not where you come from,
It's where you choose to go...

Antonino Pilade
Visual Contents Producer

OXFORD
BUSINESS COLLEGE

It's not where you come from,
It's where you choose to go...

65 George Street
Oxford, OX1 2BQ
+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk

65 George Street
Oxford, OX1 2BQ
+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk



Antonino Pilade
Visual Contents Producer

65 George Street
Oxford, OX1 2BQ
+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk

Antonino Pilade
Visual Contents Producer



65 George Street
Oxford, OX1 2BQ
+44 (0) 1865 791 908
film@oxfordbusinesscollege.ac.uk

Antonino Pilade
Visual Contents Producer



Antonino Pilade
Visual Contents Producer

65 George Street

Antonino Pilade
Visual Contents Producer



Antonino Pilade
Visual Contents Producer





 It's not where
you come from,
It's where
you choose to go... 



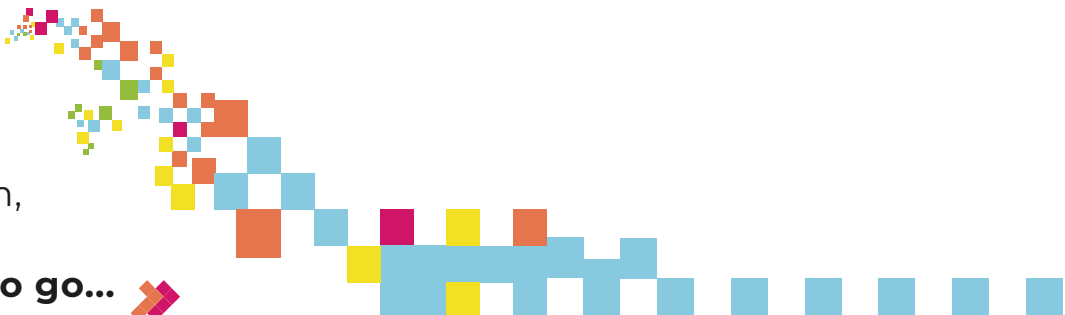
The logo for Oxford Business College, featuring a stylized 'O' made of colorful dots (yellow, orange, red, pink, blue, green) and the text 'OXFORD BUSINESS COLLEGE' in a sans-serif font.

OXFORD
BUSINESS COLLEGE

A decorative graphic in the top-left corner consisting of a series of small, colorful squares (yellow, orange, red, pink, blue, green) arranged in a diagonal line.

It's not where
you come from,
**It's where
you choose to go...**

A decorative graphic in the bottom-right corner consisting of a series of small, colorful squares (yellow, orange, red, pink, blue, green) arranged in a diagonal line.



It's not where
you come from,
**It's where
you choose to go...**

 It's not where
you come from,
It's where
you choose to go... 